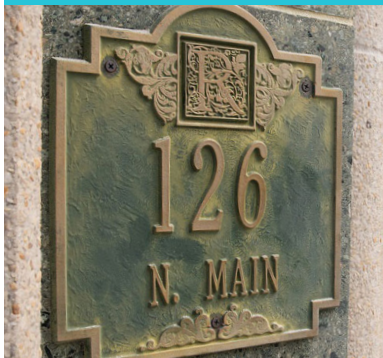


LYERLY LATIMES



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Lyerly Agency provides clients with a full range of brand marketing and communication solutions. Imagine what we can do for you.

The Message Is CLEAR For Charlotte-Mecklenburg Schools

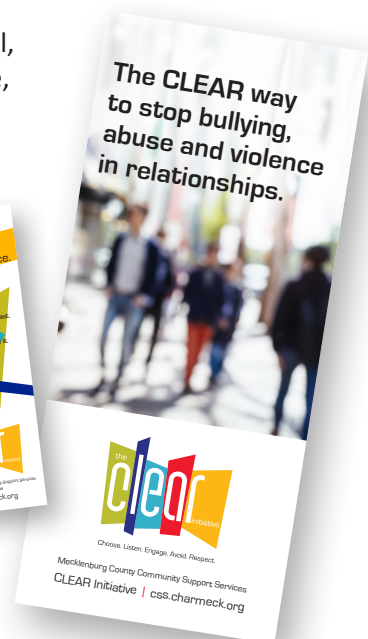
Fostering healthy relationships begins at a young age. Recognizing this behavior, Mecklenburg County's Community Support Services tapped the creative work of Lyerly Agency for a positive-relationship campaign directed at middle and high school students. With a goal of capturing this audience through Charlotte-Mecklenburg Schools (CMS), Lyerly developed a strategic and dynamic plan to share motivating messages with students.

A distinct, memorable and colorful brand was created: *The CLEAR Initiative* – Choose. Listen. Engage. Avoid. Respect. This communicated a campaign promise based on goals of violence prevention and positive relationship awareness.

Messaging was developed and implemented across all branding collateral, which included an informational brochure, friendship bracelets, bookmarks, T-shirts and even *The CLEAR Initiative* mascot.



Choose. Listen. Engage. Avoid. Respect.





Social Media Vending Machine – when students tweet, they receive a free prize.

One of the most buzz-worthy parts of the campaign was a social media vending machine that was displayed at CMS high schools. The vending machine was loaded with water bottles, puzzle cubes and earbuds. To get one of these items, students used the “currency” of social media – tweet the hashtag and the machine would automatically dispense a prize. This innovative approach caused a stir among high schoolers and created conversation on CMS campuses.

A comprehensive brand marketing plan was written by Lyerly that detailed the goals, objectives, audiences and key messages as well as various strategies and tactics across marketing, advertising, public relations and fundraising. The 40-page plan served as a roadmap for the annual campaign.

CLT Summer Parking Campaign

At the Charlotte Douglas International Airport (CLT), summertime travel means increased travelers, thus an influx in parking. Additionally, ongoing construction is causing questions among some drivers. To help alleviate confusion, congestion and concerns, CLT turned toward Lyerly Agency for a summer parking advertising campaign.

Focusing on the radio and digital markets, Lyerly targeted this seasonal campaign toward vacationing travelers – specifically passengers who begin and end their travel at CLT – and may not know about the airport’s ample parking possibilities or where to find information in advance. Lyerly creatively approached scriptwriting and prepared several radio spots to catch the attention of travelers. Lyerly included website and social media information across all advertising for travelers to be as up-to-date as possible at all times.

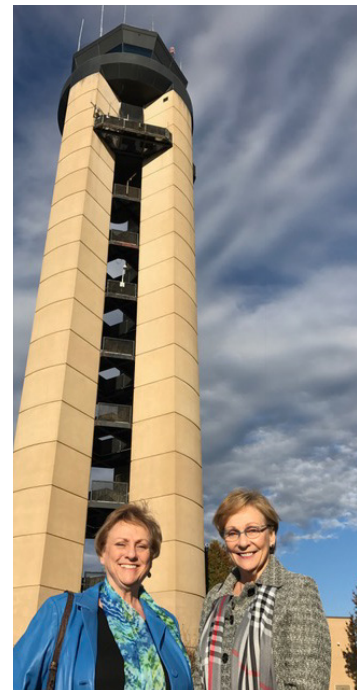
Lyerly Agency Owners Graduate From Charlotte Aviation Academy

When the inaugural class of the Charlotte Aviation Academy took flight early this year, Lyerly Agency’s owners were aboard, ready for a first-hand look at the innermost workings of Charlotte Douglas International Airport (CLT). Alongside 13 other students, Elaine and Melia Lyerly received a unique perspective and education in this program sponsored by the Charlotte Chamber of Commerce, CLT and American Airlines.

From classroom instruction and field trips, students received six months of in-depth instruction that brought them behind the scenes with a goal of turning aviation interest into effective and qualified advocacy for CLT. For the Lyerlys, the instruction provided new viewpoints and insights into CLT operations that they had not received during three decades of working with the Airport.

“Going into the FAA Air Traffic Control Tower was a phenomenal experience,” said Melia Lyerly, noting additional opportunities such as exploring the airfield, touring nearby Wilson Air Center and learning about American Airline’s local operations, including the advanced flight simulators.

“This Academy was a once-in-a-lifetime opportunity. We gained an incredible education beyond any layperson’s knowledge of the airport and its functions. This new understanding will not only help us professionally in our continued work with CLT, but brings a revitalized excitement for this economic engine and sharing it with others.”



Melia and Elaine Lyerly toured the FAA Air Traffic Control Tower at Charlotte Douglas International Airport as part of the Charlotte Aviation Academy.